

**Missouri State University™
Foundation**

thirty years

1981 - 2011

FISCAL YEAR 2011

FOUNDATION ANNUAL REPORT



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Larry Frazier



W. Brent Dunn

MESSAGE FROM THE FOUNDATION

Dear Alumni, Donors and Friends:

What a great year.

Just when you think this University's supporters can't be more devoted, you find out people can be even more generous than you thought possible.

We have so much to celebrate in Fiscal Year 2011, which ran from July 1, 2010 to June 30, 2011.

First of all, it's the 30th anniversary of the Missouri State University Foundation. The Foundation's first official day of operation was Jan. 13, 1981, and since that time it has raised more than \$220 million. This money has improved the University in boundless ways. In this annual report, you can learn about some of the events and special gifts — including 30 new scholarships to represent that 30-year benchmark — that have been part of our anniversary.

Next, the Missouri State Foundation had another record-breaking year of fundraising — the fourth in a row. We raised more than \$16 million, which will fund programs, scholarships, equipment and other needs across campus.

In addition, Missouri State's fundraising efforts were recognized with an award given by the Council for the Advancement and Support of Education, a group known as a standard-bearer in collegiate development and marketing. This award gives us great pride because it validates the Foundation is a good steward of your donations. It also lets us know we are among the top universities in the nation as far as our depth of support from our alumni and friends.

Like we said, it's been a great year. We have so much gratitude for our recent successes, and we expect many more — thanks to you!

Sincerely,

Larry Frazier, chair, Missouri State University Foundation Board of Trustees

W. Brent Dunn, vice president for University advancement and executive director, Missouri State University Foundation

*Thank you
alumni and friends
for your support.*

KENNETH E MEYER ALUMNI CENTER
MISSOURI STATE UNIVERSITY
300

JULY 1, 2010 TO JUNE 30, 2011

Highlights from Fiscal Year 2011



JULY 19, 2010

Missouri State develops new bachelor's degree in geotourism; will be one of first colleges in the nation to offer this program



JULY 30

78-year-old Mary Jean (Price) Walls, University's first black applicant (who was denied admission in 1950), receives honorary degree at commencement



AUG. 4

Greenwood Laboratory School receives joint grant from William T. Kemper Foundation and Commerce Bank Foundation for Science Scholars' Laboratory, new 9,000-square-foot wing with labs and classrooms



AUG. 23

Opening-day enrollment sets new record of 18,870 students on Springfield campus and 2,024 students on West Plains campus



AUG. 31

Putnam Student Center at Missouri State University-West Plains reopens after renovations



SEPT. 23

University announces record-setting 23,092 students enrolled this fall in Missouri State University system; system enrollment increased for fifth year in a row



FEB. 26

Men's basketball team claims Missouri Valley Conference regular-season title



MARCH 23

University announces it has received a bronze rating from the Sustainability Tracking, Assessment and Rating System, known as STARS, developed by the Association for the Advancement of Sustainability in Higher Education



APRIL 4

Paul Lusk, associate head coach at Purdue University, named Missouri State's 17th men's basketball head coach



APRIL 16

Sold-out crowd packs JQH Arena for Sir Elton John, who performs as part of "Greatest Hits Live" tour



APRIL 30

The Founders Club, Missouri State's most prestigious organization for donors, holds dinner and annual medallion reception; 26 new medallions awarded (STORY, PAGE 37)



JUNE 16

Missouri State University-West Plains establishes first endowed professorship, the Donna Jones Endowed Professorship of Nursing (STORY, PAGE 30)



OCT. 22
Greenwood Laboratory School alumnus James P. Ferguson receives 2010 Bronze Bear Award, the University's highest nonacademic award, in recognition of outstanding support of both Greenwood and Missouri State



DEC. 7
Greenwood Laboratory School breaks ground on the Science Scholars' Laboratory



JANUARY 2011
McQueary family, longtime supporters, pledge naming-level gift to expand Physical Therapy Building on campus; building now McQueary Family Health Sciences Hall (STORY, PAGE 12)



JAN. 12, 2011
Foundation kicks off year-long celebration of its 30th anniversary; announces 30 scholarships and other gifts to commemorate the occasion (STORY, PAGE 8)



JAN. 12, 2011
Foundation announces gift of more than \$1 million from the estate of Mildred Wilcox, a University employee for 40 years (STORY, PAGE 25)



JAN. 12
Dr. Mary Jo Wynn Legacy Campaign to name, update Academic Achievement Center in Forsythe Athletics Center kicks off



JUNE 17
Learning Center at William H. Darr Agricultural Center named for former U.S. Sen. Christopher S. "Kit" Bond to honor his career in public service, recognize his advocacy for agriculture



JUNE 20
Missouri State receives Overall Performance Award in the 2011 Educational Fundraising Awards given by the Council for the Advancement and Support of Education (STORY, PAGE 13)



JUNE 24
Foundation announces creation of Emergency Scholarship Fund in response to deadly Joplin tornado (STORY, PAGE 14)



JUNE 27
Missouri State President James E. Cofer, Sr. announces plans to return to faculty; general counsel Clif Smart named interim president



JUNE 30
Foundation continues to make significant progress toward reaching \$125 million goal set for Our Promise: The Campaign for Missouri State University



JUNE 30
Foundation closes Fiscal Year 2011 with record fundraising amount of more than \$16.6 million

HIGHLIGHT:

Foundation celebrates 30th anniversary

The Missouri State University Foundation, the not-for-profit corporation that encourages and manages private financial support for Missouri State, turned 30 this year.

The Foundation's first day of operation was Jan. 13, 1981, and since that time it has raised more than \$220 million. This money has improved the University in boundless ways: It has gone to student scholarships, faculty endowments, building projects, athletics needs and other campus improvements.

An anniversary kick-off event was held in January on campus to announce dozens of gifts that commemorate the occasion.

Ken Brown, the first executive director of the Foundation, said the need for the group arose in the

1970s due to a deep recession.

"Policy changes were sending a strong signal to public institutions across the state: Raise more private money," Brown said. The state would no longer be covering all educational costs.

In addition, the University's athletics program had started the move to Division I of the National Collegiate Athletics Association. Leaders knew athletics fundraising would become part of the future.

Lastly, some supporters wanted to give major donations, such as property. The state school needed a private organization to best manage those types of assets.

The University established the Foundation in fall 1980, and in early 1981 fundraisers had been hired and the organization was up and running.

"The Foundation was controversial in the beginning because it was not the norm for a public school to raise money," Brown said.

However, the brand-new organization quickly found supporters. The Foundation thanked those faithful supporters, welcomed back people instrumental to its early success and announced many significant gifts — including more than 30 new scholarships — during a Jan. 12 campus event.

The Foundation has proven to be a successful addition to the University: It has progressed from raising about \$376,000 in its first year to raising more than \$16 million in 2011.

The Foundation plays a significant role in filling gaps between state funding and the University's actual operating costs, and its existence has allowed

A TIMELINE OF ACHIEVEMENT

The Missouri State University Foundation 1981-2011



SCAN AND WATCH



1981

On Jan. 13, Missouri Secretary of State issues certificate of incorporation for Southwest Missouri State University Foundation; first meeting of Foundation Board of Directors held June 26, convened by SMSU President Duane G. Meyer; Ken Brown named first executive director



1982

Annual amount raised: \$376,161
Gregory P. Onstot hired as Foundation's second executive director; The Founders Club established; The Bears Fund established



1983

Baker Observatory dedicated in April



1985-1991

Foundation holds first capital campaign, "A Time of Opportunity," with goal of \$9 million to be used for Juanita K. Hammons Hall for the Performing Arts and David D. Glass Hall



1987

Annual amount raised: \$1,652,676

thousands of Missouri State alumni and friends to directly contribute to decades of expansion.

“What you’ve done to enhance the learning environment at Missouri State is hard to put into words,” Greg Onstot, the Foundation’s second executive director, told supporters at the Jan. 12 event. “You gave us a chance to grow.”

MORE THAN 30 NEW SCHOLARSHIPS ESTABLISHED TO HONOR 30TH ANNIVERSARY

■ **BRIC Study Abroad Scholarship – Established by Chris Curtis:** A scholarship for an undergraduate College of Business Administration student using the funds toward costs of studying abroad, preferably to study business in Brazil, Russia, India or China.

■ **Dr. John S. Bowdidge Scholarship:** A scholarship for an undergraduate student pursuing a degree in the finance and general business department, particularly for a student demonstrating financial need and one with an interest in international business.

■ **Commercial Property and Casualty Underwriters Society of St. Louis Insurance Scholarship:** A scholarship for an undergraduate student seeking a degree in insurance and risk management.

■ **Dr. Orie A. Cheatham Scholarship:** A scholarship for a strong-performing junior or senior accounting or business education major.

■ **Douglas Family Football Scholarship:** A scholarship for a student athlete from the Mountain Grove, Mo., area who is playing football.

■ **Edwards Family Scholarship:** A scholarship for a strong-performing student from Greene, Christian, Webster, Wright, Dallas, Polk, Douglas, Laclede, Taney, Barton, Lawrence, Barry, Dade, Newton, Jasper, Ozark, Vernon, McDonald, Stone or Cedar counties in Missouri. Preference for a student seeking a degree in the College of Business Administration.

■ **Einhellig Family Scholarship:** A scholarship for a graduate student pursuing the Master of Science in Plant Science degree.

■ **Dave and Arlette Elliott Scholarship in Business Administration:** A scholarship for undergraduate students with retail work experience and financial need who are seeking a degree in the College of Business Administration.



1988
Glass Hall is dedicated, April 6

1989
Foundation purchases building at Jefferson Avenue and McDaniel Street to house its office

1990
Construction begins for Juanita K. Hammons Hall for the Performing Arts

1991
Gift for the Robert W. Plaster Sports Complex renovation

1992
Annual amount raised: \$4,173,243

1993
William G. and Retha Stone Baker establish University's first endowed academic chair

1996
\$2 million gift from C. Robert Wehr and James R. Wehr for band facility

■ **Ben and Janis Fuqua Agriculture Scholarship:** This scholarship will benefit a full-time student majoring in a School of Agriculture.

■ **Dr. Larry L. George Scholarship in the Honors College:** A scholarship for an undergraduate student in the Honors College who demonstrates financial need.

■ **Dave and Rose Heaser Scholarship in Business Administration:** A scholarship for undergraduate students with financial need who are seeking a degree in the College of Business Administration.

■ **Kent and Pam Hedgpeth Scholarship:** A scholarship for a high-performing undergraduate student who has plans to pursue a career in education and graduated from a rural high school.

■ **Hanover Scholarship for Mathematics:** A scholarship for either an undergraduate or graduate student pursuing a major in mathematics or math education.

■ **Insurance Association of the Ozarks Scholarship:** This scholarship will benefit a junior or senior with a major or minor related to the insurance industry.

■ **The Jack Henry Associates, Inc. COBA Scholarship Fund:** A scholarship for an undergraduate student seeking a degree in computer information systems, finance or accounting.

■ **Ryan Howard Family Foundation Scholarship:** A scholarship for a student athlete participating in men's baseball.

■ **The Mark W. and Jackie Moore Family Scholarship:** A scholarship for a member of the men's basketball team who is in good academic standing.

■ **The Lucille Strawson Abegglen Scholarship for the Arts:** A scholarship for students working to increase awareness of, participation in and appreciation for the fine arts.

■ **Northwestern Mutual/Aaron Tanner Scholarship:** A scholarship for a student majoring in marketing and interested in pursuing a career in sales.

■ **Graham and Connie O'Neal Scholarship:** The Graham and Connie O'Neal Scholarship is an annually funded scholarship to assist a student enrolled at Missouri State University-West Plains whose area of emphasis or interest is English.

■ **Peggy Ammons Nursing Scholarship:** This scholarship is for an undergraduate or graduate nursing student who has a minimum cumulative GPA of 3.0 and who can demonstrate community service involvement and financial need.

■ **Residence Life and Services Custodial Staff Scholarship:** This scholarship will benefit a residence life custodial staff member at Missouri State University.



1997
Annual amount raised:
\$6,280,002

Gift for Jim D. Morris
Center for Continuing
Education



1998
Strong Hall completed



2000-2005
"Imagine the Possibilities
Campaign" launches with
goal of \$50 million



2001
Seven-figure gift
received for the Darr
Agricultural Center



2002
Annual amount raised:
\$8,365,498
The Strong Family endows
Thomas G. Strong Chair,
Blanche Gorman Strong
Chair and Strong Family
Graduate Scholars
Endowment



2003
Alumni Center named
in honor of Kenneth
E. Meyer to recognize
Mr. Meyer's long-term
commitment to Missouri
State University and
Missouri State University
Foundation



2005
"Imagine the Possibilities
Campaign" successfully
concludes with
\$50 million raised

- **Norman and Peggy Rieger Family Endowed Scholarship:** A scholarship for a Missouri State-West Plains student with financial need who has graduated from West Plains or Dora high schools.
- **Mary H. Sheid Student Ambassador Book Scholarship Endowment:** This endowment will cover the full rental cost of books for a student ambassador who serves on the student public relations team that promotes Missouri State University-West Plains by conducting campus tours and serving as hosts for University-sponsored activities.
- **Mark and Tina Stillwell Scholarship:** This endowed scholarship will benefit students at Missouri State University.

- **Kent and Barbara Thomas Student Ambassador Book Scholarship Endowment:** This endowment will cover the full rental cost of books for a student chosen to represent Missouri State University-West Plains as a student ambassador to promote the university by conducting campus tours and helping to host University-sponsored activities.
- **Mary Jean (Price) Walls Multicultural Leadership Scholarship:** A scholarship for an incoming freshman and a student already enrolled at Missouri State who enhances multicultural diversity, demonstrates leadership and academic strength, and plans to make a positive impact on the multicultural community at Missouri State.

- **David and Deborah Grisham Wehrman Leadership Scholarship:** An annually funded scholarship that will help a West Plains High School graduate to attend Missouri State University-West Plains. Recipients for this leadership scholarship are nominated by the high school superintendent.
- **The Marion and Pat Wolf Family Scholarship:** A scholarship for strong-performing graduates of Strafford High School, particularly those with financial need.
- **The Kunkel Family Scholarship Fund:** A scholarship for a strong-performing student pursuing a major within the sciences who has financial need.
- **The Jack E. Weimer Family Athletics Scholarship:** A scholarship for student athletes who participate in men's or women's basketball.



2005-2012
"Our Promise: The Campaign for Missouri State" launches with goal of \$125 million; expected to conclude in 2012



2006
John Q. Hammons makes \$30 million gift commitment – largest single gift in Foundation's history – for JQH Arena



2007
Annual amount raised: \$10,960,508
Brent Dunn hired as Foundation's third executive director



2009
Missouri State University Foundation wins Award for Educational Fundraising from Council for Advancement and Support of Education



2010
Annual amount raised: \$15,512,371
University announces second-largest single gift in its history: Journagan Ranch, given by businessman Leo Journagan and his family



2010
Ground broken for University Recreation Center; seven-figure gift received for Plaster Center for Free Enterprise and Business Development



2011
Missouri State University Foundation celebrates its 30th anniversary



HIGHLIGHT:

McQueary Family Health Sciences Hall

The Physical Therapy Building on the corner of Kimbrough Avenue and Cherry Street got a new name and a new look this year thanks to a gift from the McQueary family, long-time University supporters.

The gift is being used to build a new 5,000-square-foot addition on the southwest corner of the existing building, which is the home of departments and programs including physical therapy, physician's assistant studies, nursing and sports medicine. Once the expansion is complete, the building — now called the McQueary Family Health Sciences Hall — will also house a cadaver lab, classrooms and offices for various health-related programs.

The addition is to be completed by early 2012.

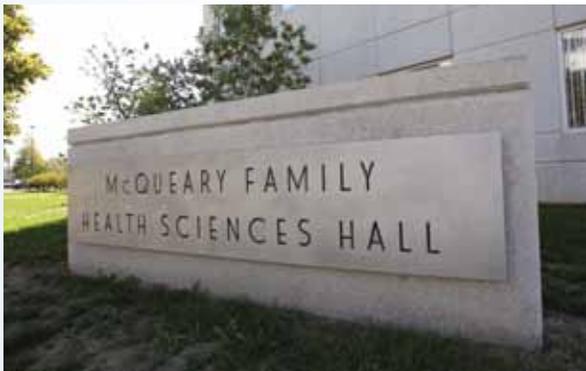
William M. McQueary started a family business in the early 1900s when he opened a drugstore on the corner of Madison and John Q. Hammons Parkway. William's sons, William Les and Frederick Gordon McQueary, then founded McQueary Brothers Drug Company in 1924.

Les and Jennie McQueary, who enjoyed Missouri State athletics, inspired the family's legacy of giving. Les and Jennie's children, Fred M. McQueary and the late William T. "Bill" McQueary, went on to serve as the first co-chairs of The Bears Fund (the fundraising program for men's and women's intercollegiate athletics) in 1982.

Fred and Ramona McQueary and Bill and Shirley McQueary, as well as their families, have continued the long tradition of support of Missouri State.

"The entire McQueary family is very pleased to assist with the expansion of this important building and we are very excited about seeing students graduate in the health sciences," said Ramona McQueary.

"We have a long history with the University and the entire McQueary family is honored to be associated with Missouri State University." ■





HIGHLIGHT:

Fundraising practices receive national recognition

When supporters like you give to Missouri State University, you can be certain you are giving to an institution with the highest standards in fundraising: For the second time in three years, Missouri State has won national recognition for its fundraising success.

Missouri State won an Overall Performance Award in the 2011 CASE Educational Fundraising Awards program. The award honors “superior fundraising programs” across the country as part of the CASE (Council for the Advancement and Support of Education) Circle of Excellence program.

“We are very honored to receive this national award,” said Brent Dunn, vice president for university advancement. “I credit our alumni and development staff, our Foundation Board of Directors and the thousands of donors that give their financial resources and support higher education. I also credit our entire university family who provide a great education. Ultimately it is our students that benefit from the generosity of the support.”

Missouri State was selected for the award based on an analysis of fundraising data. A panel of judges selected winners based on several factors, including a pattern of growth in total support, overall breadth in program areas, pattern of donor growth, the affect of the 12 largest gifts on total support and more.

Missouri State was one of only 24 colleges or universities in the country to be recognized with an Overall Performance Award. ■





HIGHLIGHT:

Emergency scholarship fund established

Missouri State sophomore Sam Maher (in photo, left) and freshman Parker Maher (right), brothers who live in Joplin, were home May 22 — the day an F5 tornado hit, killing 162 people and destroying a third of the town.

The day had been beautiful, and the Mahers had even been canoeing to celebrate their parents' upcoming anniversary. They were grilling on their deck with family and friends when everyone heard a sudden, terrible noise. Sam said it only took a matter of seconds for the sky to change to a sickly yellow color.

"The next thing we knew my dad was screaming at us, 'Go downstairs!'" Parker said.

The winds hit in the next instant; friends and family members were separated in the dash to take cover. Sam hid with others in a basement closet and couldn't even get the door shut before the storm descended.

He watched windows shatter, debris swirl around him and houses across the street crumble.

"My mom didn't actually make it down to the closet with us. She was upstairs for a second longer than the rest of us, so throughout the whole time stuff was flying around nobody had a clue where she was. ... It was absolutely terrifying," Sam said. Thankfully, she had found refuge in another closet.

When the Maher family exited their hiding places just moments after the storm hit, they saw a new, terrible landscape. Their home's second floor was open to the sky; rain

was pouring in. Their neighborhood was now a debris field with downed trees crisscrossing all the roads.

"You're in a state of complete chaos — people were yelling, screaming, looking for their loved ones," Sam said.

They all pitched in; Sam's first thought was to check on one nearby household with small children (fortunately finding the family had not been home during the storm).

Next, they gathered what they could from their own wreckage: They had to find a new place to live for the night, for the week, for who knew how long.

They lived with their grandmother for about two months; their family now has a rental home as they rebuild, which could take nine months to a year.



Sam and Parker are both recipients of the emergency scholarship fund created by the Missouri State Foundation to assist some of the more than 100 students affected by this disaster.

Missouri State wants to make sure paying for college is not one of the problems these students face as they and their loved ones begin to recover. Students who are approved will receive a minimum of \$250, and additional money may be given on a case-by-case basis.

Although the emergency fund was inspired by the terrible tornado, money in the fund is also intended to assist students facing other unforeseen personal crises including the death of a legal guardian, a natural disaster or a fire.

“This fund was established at this time in response to the need we saw from students in Joplin,” said Stephanie Lashley, director of donor relations. “The nature of this scholarship will allow it to help students far into the future who are experiencing a life-altering crisis that could affect their ability to stay in school.”

The Maher brothers said the financial assistance helped their family during this time of crisis.

“All of the help we got from everybody, including the scholarship ... brought tears to my dad’s eyes, which is not very common,” Parker said.

“For complete strangers to donate ... to people they don’t even know, that says something about the good in people,” Sam said.

“We lost everything, but in reality we lost nothing at all. We have our family; we have our friends — everything that matters.” ■





HIGHLIGHT:

Classroom named in honor of alumna who battled cancer

Mindy Lahey Hughston had a never-quit attitude.

When she was on the cross-country team in the 2000s at West Plains High School, she and her teammates didn't quit until they set records — including a perfect score at the 2004 state championship.

When she found out she was pregnant in early 2005 while she was a senior in high school, she didn't quit until she had her diploma in hand that spring. She married long-time sweetheart Derek Hughston on Sept. 10, 2005, and they poured their love into Madison Grace, born later that month.

When she was diagnosed in March 2006 with embryonal rhabdomyosarcoma, a rare form of cancer, she didn't quit her studies at Missouri State-West Plains despite invasive chemotherapy. She graduated in 2008 with an associate's degree in nursing and went on to work in labor and delivery at Ozarks Medical Center in West Plains.

When the disease she thought she beat in 2007 resurfaced in late 2008, she didn't quit learning; she went on to earn a bachelor's in nursing from the University of Missouri in 2010.

And when it came to her enemy, cancer, she never quit fighting — until the day she had to. Mindy passed away Aug. 11, 2010 at the age of 23.

But those who love her have ensured she has a legacy that won't quit, either.

A high-tech classroom in Looney Hall, the home of health programs at Missouri State-West Plains, has been named in her honor.

"It's very, very humbling," Derek said. "I think it goes to show what kind of person she was and how many people she touched."

Brenda Miller, Mindy's mother, had talked with her daughter about the possibility of the honor when they both knew the cancer was fatal.

"She loved the idea. She wanted her life to mean something. To give — she had been giving for the last 23 years of her life. What better way to remember her? Nursing was her love, and I wanted something named for that. The nursing staff and faculty (at West Plains) helped her succeed. When she was in chemo and couldn't be around other people, they would schedule her to be in sterile places where things were nice and clean. They would make it so that her friends could take care of her. They would work with her."

The naming was made possible thanks to a gift from Physical Therapy Specialists Clinic in West Plains, where Brenda has worked for 13 years with her close friend, Mary Hass Sheid. Mary is the owner of the clinic and is also a member of the Missouri State University Board of Governors.

"I think keeping the memory of Mindy alive is important; she was an exceptional woman," Mary said. "Many of us will remember her for a very long time and how she kept her faith during the darkest of times, got up every day to finish her degree and be the best mom and wife possible."

Her friends and family will remember Mindy's love for sports, writing poems and cooking (she started young, making "puppy chow" dessert for slumber parties — but

moved on to much fancier fare). They will remember a bubbly, outgoing woman who helped others and attended church. They will remember the “I hate cancer” T-shirts she designed for a fundraiser for a young boy; she later requested that people wear them to her funeral.

They will remember her as Madison, about to turn 6, grows up and wants to hear stories about her mom.

People who never even met her will also have the chance to remember her, thanks to the Mindy Lahey Hughston Room.

Derek, who has also been a student at MSU-West Plains and is now a deputy sheriff in Howell County, hopes future nursing students find inspiration in Mindy’s story.

“Whoever goes through that nursing program will know who she is. It’s a good psychological booster for people who are thinking ‘this is too hard’ — they can learn about Mindy and what she went through. It will be uplifting to say ‘If she can do it, surely I can do it.’” ■



SCAN AND WATCH



I am Missouri State...

Missouri State believes every student should be able to afford college, and we make every effort to keep our prices within our students' reach. But even with our affordable costs, about 75 percent of our students receive some sort of financial aid. That means private contributions allow us to enroll the most promising students — regardless of their ability to pay. Currently, the state only covers 27 percent of the cost to attend Missouri State University.

Here are some words of appreciation from deserving, bright young people who have been helped by supporters like you.



Samantha Warner

Hometown: Archie, Mo.

Major: Agriculture communications

Next goal: A career that blends her love of politics, advocating for agricultural issues and international relations

Private support: Douglas Darr Leadership Scholarship

“Let me assure you that we know how fortunate we are to be students here at Missouri State University, greatly in part because of the continuous generosity and support we are shown.... On behalf of current students and generations of students to come, please accept our heartfelt appreciation for believing in us and giving us these opportunities to succeed. We are so very blessed. Thank you!”



SCAN AND WATCH



Kyle Weems

Hometown: Topeka, Kan.

Major: Hospitality and restaurant administration

Next goal: Play professional basketball for as long as possible, then coach (at Missouri State, he hopes!)

Private support: Scholarship thanks to The Bears Fund, the fundraising program for men's and women's intercollegiate athletics

“Financial assistance gave me the chance to get an education — my family is not poor but is by no means rich; I had no college fund. If I did not get help getting my education paid off, I would not be planning on graduating on time. I love MSU: the people, the fan base, the students and the professors — I have not had a professor I didn't like. They all want to see you succeed. To the people who give to students, I would just say thank you so much. You have changed lots of lives. We appreciate everything you do.”



Ruo (Zoe) Zhang

Hometown: Luyang District in Hefei, China

Major: Finance

Next goal: Attend

graduate school

Private support: Wilbur Bridges Scholarship for international students

“I came from a small city...we are known for our farmland, crops and that kind of stuff. I love learning languages, especially English, and I have always dreamed of coming to the United States since I was young. My dream has finally come true! Receiving the scholarship means a lot to me.... Someone who had never met me before actually believed in me and (invested) their own money in my future. How generous and selfless that is! And, by the way, I told my parents right after I was informed of the scholarship; they were so proud!... I would like to say thank you again to all the scholarship donors; you have a great heart, and you make us student recipients feel better about ourselves, about college and about our life.”



Chris Meza

Hometown: Chicago, Ill.

Major: Organizational communication

Next goal: A career

in the human resources department at an education institution

Private support: Todd Morris grant for needy students

“I was in community college in Illinois, and I looked into Missouri State because I wanted to go to a bigger college to get a degree. I thought the prices were good and so was the atmosphere and environment. I love the people — the student life is great. Everyone is energetic, friendly and outgoing. My financial aid helped me stay in school. If it weren't for that help I wouldn't be here — I would have to drop out. It saved me from the dilemma of either getting a loan or not getting an education. I would say to donors, when you give it is a great opportunity to really affect somebody for the long run. Even a small amount can help out so much — for me it made a big difference.”



...thanks to you!

Student scholarships

Why should I give to scholarships?

Scholarships transform the lives of young people. Your gift will allow the most deserving students to experience University life, regardless of their ability to pay. You improve the University's ability to keep Missouri's finest students here at home, and to attract the best and brightest from other places. Your contribution also helps keep tuition at reasonable levels.

Will my gift really make a difference to a student?

Even though our University is a great value — tuition and fees are less than the average for public colleges in Missouri, and our room and board rates are among the state's very lowest — more than 75 percent of Missouri State students get some form of financial assistance. Every gift, no matter its size, makes a difference to the student who receives it.

What are the benefits for donors?

- You will be fulfilling dreams. Many students worry about how to pay for college. Your gift allows them to concentrate on preparing for their future.
- Scholarships strengthen your communities. More educated people means a bright future — they tackle complex social problems, get involved in leadership roles and think deeply about how to make the world a better place.
- Scholarships help your University thrive in an age when schools must compete to capture the attention of high-achieving students. Students often say a financial-aid package helped them decide which college to attend.

Who will receive my scholarship?

You get to establish the criteria for the student who will receive the scholarship. Some donors have created scholarships for students from their own high schools or hometowns. Others have created criteria based on leadership skills, academic performance, academic majors, financial need or community service.

More information:

www.missouristatefoundation.org



DONORS:

Cindy and Rich Miller

GIFT:

**Rich and Cindy Miller
Scholarship**

The story of a scholarship

Cindy and Rich Miller are a match made in Blair-Shannon.

"We met at impromptu dance, thrown together when a snow day was announced in February 1981," Rich said. "We pulled stereo equipment out of our rooms and plugged it into speakers in the common area."

That was the first time the two hung out, starting a relationship in which they dated, as Cindy puts it, "off and on, and on and off!"

They were both Blair-Shannon resident advisors, and made lasting friendships. When they weren't overseeing activities on their floors, they escaped to local rivers and lakes for campouts and floats.

Rich graduated in 1983 with a bachelor's in computer science, and Cindy graduated with a bachelor's in marketing and management in 1982 ("I'm a year older and wiser!").

They began building strong careers; Cindy first worked in sales for Del Monte and Rich was a software engineer at Shell Oil.

They both next worked at Compaq Computer Corporation in Texas — she in sales and management, he as a leader of a team of software engineers.

They married in 1987, and when they felt a strong urge to get back to family in Missouri they found their next career opportunities at Cerner Corporation in Kansas City. Rich rose up the executive ranks of the technology company to become a vice president and Cindy became the executive recruiter.

Rich is now a senior vice president for B.E. Smith, a leadership-solutions firm for the health-care industry.

Cindy resigned from Cerner in 2008 to focus on the couple's three children. However, she began getting calls from former colleagues asking for help finding sales professionals. That led her to form her current business, Twin Island Executive Search.

They still live near K.C., but "we find every excuse in the book to get back" to Springfield and the Missouri State campus, Cindy said.

Rich is on the University's computer science advisory board and has served as an executive-in-residence for the computer information systems program.

In addition, the Millers are loyal basketball and football fans who may see family members perform during the games: They have a freshman niece who

is in the Pride Band.

"We love it down there," Cindy said.

That love led them to endow a scholarship, brand-new in 2011, for a computer science student.

"We're at a position that we are able to give back, so that's what we did," Rich said. Cindy added: "We see a need to encourage students interested in this degree — it is in demand. The Foundation helped us get to what we really wanted to do in terms of our gift."

They both said giving a young student the chance to be on campus just feels right.

"We have great memories of our time at Missouri State — it's where we met," Rich said. "We love the school; we love the campus. We're Bears."

Annual giving

What is annual giving?

If you have ever said yes to a contribution when Missouri State calls, writes a letter or sends an email, you have participated in annual giving. These regular fundraising events and activities, such as our phone campaign, are some of the University's primary sources of ongoing financial support from alumni and other friends. The money raised from annual gifts contributes to the University's total budget. Many people give unrestricted gifts to annual campaigns, meaning the money may be used in areas where the need is greatest. Others give to specific areas, such as a scholarship or a certain department on campus.

Why is this type of gift important?

Annual giving is one of the most direct ways you can contribute to the success of Missouri State and our students. We are a public university, but the state can only afford to cover about 27 percent of what it takes for each student to receive an education. The fees and tuition paid by students do not cover the remaining amount it takes to operate Missouri State. Therefore, the money raised through annual giving supports the University every single day, in every single way. Annual giving helps pay for everything from faculty salaries and research equipment to library resources and building maintenance.

Why should I make an annual gift?

- You can make a big difference even if you pledge a small amount each year. Each person's contribution adds up when combined with the annual gifts of other alumni, friends, parents, faculty, staff and students.
- You provide a massive boost to students. Annual giving keeps tuition within their reach, and increases the number and size of available scholarships.
- You help the University get more financial support from corporations and foundations because many of these groups want to see a healthy annual fund before they will partner with a college.
- Your unrestricted annual gift goes where the need is greatest. You will be supporting your University in the areas that currently require the most support.

More information:

www.missouristatefoundation.org



DONORS:

Lynne and Gerald Lee

GIFT:

Have given to annual fund each year for 30 consecutive years

The story of an annual gift

Lynne and Gerald Lee both grew up with Missouri State woven into their respective families:

They both had parents who attended or even worked at the University, and, later, siblings, other relatives or friends who were Bears.

"I have been around campus my entire life," Lynne, who graduated in 1979 with a bachelor's in marketing, said. "I was in the MSU yearbook when I was in middle school, lying out by pool!"

Gerald remembers the roots of his love for Bears basketball.

"When Hammons Center was built, I was at the first game there against Arkansas. You could just walk in and sit where you want without tickets. Times change!"

The couple didn't find each other on campus, however: They were both working at City Utilities in Springfield when they began dating. They married in 1980.

Since that time, they have built careers in Springfield.

Gerald, who earned a master's in business administration in 1982, retired from CU in 2005 and is now part of a nonprofit that provides training to small

utilities in the natural gas industry. He has also served in leadership roles on the Springfield school board, on MSU's Student Affairs Advisory Council and in many other community groups.

Lynne worked in banking until the couple's first child was born — "I promoted myself from A.V.P. (assistant vice president) to M.A.M.A." She later went back to work in sales and entrepreneurship, and most recently bought two UPS stores.

As their careers flourished, so did their University.

"It has really gone from a regional college to statewide university," Gerald said. "Its stature in the community has raised significantly because of its size, involvement and reputation. The economic impact of the University is incredible."

Lynne, a Springfield native, agrees that MSU is a vital part of her hometown: "Any city lucky enough to have a successful, thriving higher-education institution receives lots of benefits. We love to see the students put to work, to see their community impact."

The couple has given to the annual fund each and every year for the past 30

years. They are not alone. More than 240 loyal donors have contributed private support each and every one of the past 30 years.

"It's automatic," Gerald said. "I had a good time at MSU, and it was very productive — it helped me get into management. But it goes beyond that. The dollar you invest will come back to you one way or another; you're investing in the workforce in the community. You are probably served every day by someone educated at the University. As the education community goes, so goes the rest of the community."

Lynne said they are comfortable supporting an organization they know is managed well.

"It's thriving. The school goes through changes and evolves — but that's part of what makes it stay strong. It is a positive environment."

Planned giving

What is planned giving?

Charitable estate planning allows you to choose from a variety of options, so you may tailor your giving to meet your specific philanthropic goals. This type of gift planning can also provides the most beneficial strategy to meet your needs. Gifts provided through a planned strategy can provide much-needed support to Missouri State University, as well as financial and tax benefits to a donor and his or her family.

What types of gifts may be given?

These gifts may involve cash, benefits from life insurance or retirement plans, stocks or other securities, real estate or any other type of personal property or financial investment.

Why is this type of gift important?

These gifts help the University plan our financial future.

What are the benefits for donors?

- Some planned gifts provide an income stream to you and/or your family for life.
- Some people find they can give more to the University through planned giving than through other ways of giving — some types of gifts even cost donors nothing during their lifetimes.
- These gifts can provide tax advantages — both immediate and deferred — to you and your heirs.
- Planned gifts are a great way to show your love for, and loyalty to, Missouri State University. They can help to create a your legacy for you on campus.

More information:

www.missouristategiftplan.org



DONOR:

Mildred Wilcox, who worked for the University for about 40 years; she is an In Memoriam member of The Founders Club

GIFT:

Estate gift of more than \$1 million

The story of a planned gift

Mildred Wilcox was born in 1911 and passed away in 2010.

Between those years, on a secretary's salary, she saved more than a million dollars. You read that correctly: A million dollars.

And she knew just where it could do the most good.

Mildred left a bulk of her estate to Missouri State to create endowed scholarships for juniors, seniors and graduate students in a variety of academic areas.

Mildred, who grew up in Boonville, Mo., had worked as an administrative assistant around the University for 40 years when she retired in 2003 at the age of 92. Some of the scholarships she created are named in honor of people with whom she worked, including Dr. Duane Meyer and Dr. Robert Gilmore.

Virginia Mee, the former director of the Management Development Institute on campus, first hired Mildred as a part-time secretary in 1983; they worked together for seven years.

"She had the most phenomenal memory of anyone I ever met," Virginia said. "She told such marvelous stories of her hometown and of the campus."

The two became friends, and Virginia is now the trustee of Mildred's estate.

"She had total devotion (to the

University)," Virginia said. "We went to Tent Theatre every season, and I took her to all the Foundation activities and Homecoming banquets."

Mildred's dedication was recognized with University awards, including the 2002 Award of Appreciation for Outstanding Service from the Alumni Association and a 2003 induction into the University's Wall of Fame.

But it wasn't just her love of MSU that prompted Mildred to give back. She grew up in poverty during the Great Depression, and someone else's generosity had changed her life: "She got a small scholarship from her high school to enroll at Central Missouri State in Warrensburg," Virginia said. "It was the only reason she was able to go to college, and she never forgot that."

She began building her nest egg with her husband, Roy, whom she married in 1933. Together they bought struggling newspapers, turned them around and sold them.

They moved a lot, finally settling in Springfield in 1963. He opened a print shop and Mildred began working at the University. Roy passed away in the early 1980s.

"They made money and didn't spend it. Mainly they worked, because that was

their passion," Virginia said. Mildred sewed many of her own suits and dresses ("she made beautiful clothes — you couldn't tell what she made from store-bought"), never wanted to spend more than \$4 on lunch out and believed in investing.

But "she never shorted herself — she traveled the world and loved costume jewelry; she just didn't waste things. She just had a real sense of what was valuable to her."

Virginia said Mildred would be amused to see the looks of amazement as people find out about her gift.

"No one knew that she had that money. She never wanted anybody to know; that was just her nature. If she were here, she would wink and say, 'Gotcha!' She would be delighted in the surprise. She would think she pulled one over on everybody — it was her little secret."

Naming opportunities

What is a named gift?

If you want to give at a certain level, we can offer you the chance to name a part of campus. This type of gift etches your name or the name of a loved one into part of this institution and is a way for your gift to be recognized forever. There are varying levels of giving that may lead to naming opportunities.

What may be named?

The naming opportunities on the Missouri State campus are limitless. Your options include an academic college, department or program; a building; a classroom; an auditorium or lecture hall; individual offices; laboratories — and so much more. You may also name faculty endowments or student scholarships (see more about those in other sections of this report). Members of the Foundation staff can discuss your areas of interest and provide you with options based on your ideas and contribution.

Why is this type of gift important?

- Contributions that name academic programs may go toward those programs and make them stronger.
- Gifts awarded to buildings can help us maintain and improve those resources. In many cases, they allow us to upgrade to high-tech, top-of-the-line facilities.
- These types of gifts make the University's future more secure. Great programs and great facilities allow us to attract and retain the best and brightest students and faculty members.

What are the benefits for donors?

- Your name or that of your loved one is permanently attached to the University. The contribution will be recognized forever and your gift will have a lasting impact on the University.
- You enhance programs at your University far beyond what we could do without your support.
- You get to choose where your name will appear and where your gift will be invested. You may even choose to name a classroom in one academic building but direct your contribution to a different academic program.

More information:

www.missouristatefoundation.org



DONORS:

Members of the Frazier family

GIFT:

Support that made it possible to create the Missouri State Gallery of Memories in the Kenneth E. Meyer Alumni Center

The story of a named gift

Think of it as the Smithsonian, MSU-style: Missouri State now has a place to present important artifacts related to the institution's history.

The Missouri State Gallery of Memories opened this year in the Kenneth E. Meyer Alumni Center in downtown Springfield as part of the events surrounding the 30th anniversary of the Missouri State University Foundation.

The gallery was made possible by a gift from the Frazier family: husband Larry and wife Glenna (both '59), their daughter Cynthia, their son Craig and his wife Mary Kay are all graduates of MSU, as are many of their other family members.

"I am proud of the direction of my alma mater," said Larry, who has also served as the chairman of the Foundation Board of Trustees. "(My family) wants to help now that we are in a position to do so. I just want future generations to learn to love Missouri State as much as I have."

Larry and other Fraziers were on hand Jan. 12 as the gallery was officially opened.

"Missouri State is just engrained in their family," said Stephanie Lashley, director of donor relations, "so they were the perfect people to represent alumni memories."

The gallery takes visitors through the school's history from 1919 to the present. Items on display include publications

such as Ozarko yearbooks and Standard newspapers, photos with subjects decked out in everything from the pencil skirts of the 1940s to the big hair of the 1980s, sports memorabilia and school clothing — including a sweater that may be among the first examples of BearWear. Also on display are silver tea sets that were presented by students to departments or professors.

"The gallery is a work in progress," Stephanie said. "We will be switching items in and out, so we encourage alumni to drop by from time to time to see the different items that will be showcased. We want the center to become a home for MSU alumni."

Want to see it?

Alumni are welcome to visit the Gallery of Memories from 8 a.m. to 5 p.m. Monday through Friday on the first floor of the Kenneth E. Meyer Alumni Center, 300 S. Jefferson Ave., Springfield.

Want to contribute?

If you have an item related to MSU history that might fit in the Gallery of Memories, contact the University Foundation at foundation@missouristate.edu or 417-836-4143.



Program support

What is program support?

These gifts are given to benefit a specific program at Missouri State University. Our programs include intercollegiate athletics, the Pride bands, academic colleges and departments, the performing arts, Ozarks Public Television, KSMU Radio, student affairs, public affairs, and research and development — just to name a few. When you support these programs, you supplement the funds available for their daily operations and assist them with any unique needs that may arise. Program support gifts can benefit any area of the University you choose.

Why is this type of gift important?

These gifts allow programs to maintain and expand their offerings to enhance the education experience and opportunities available to the Missouri State community. Quality programs throughout Missouri State help attract and retain top-notch students, faculty and staff. Such programs also benefit the community by making a difference in lives of the residents in the areas the University serves.

What are the benefits for donors?

Many of our programs have a reach that extends far beyond our campus: People from all over come to see Bears games. They listen to our radio station to get some of the area's best on-air news and entertainment. They watch Ozarks Public Television to explore new worlds, from science to the arts. They come to campus to see events at our performance venues. They benefit from the knowledge being created and disseminated through our research venues and classrooms. In short, programs create a better way of life for people both on and off campus. By enhancing the programs at Missouri State, you enhance the educational opportunities offered at the University.

More information:

www.missouristatefoundation.org



DONOR GROUP:
**Ryan Howard
Family Foundation**

GIFT:
**Program support for
Bears baseball**

A story of program support

If you follow baseball, you probably know the name Ryan Howard.

The power hitter and first baseman for the Philadelphia Phillies was part of the 2008 team that won the World Series. He was also the 2006 National League MVP, and is the fastest player in Major League Baseball history to reach both the 100 and 200 home run milestones.

If you follow Missouri State, you probably know Ryan was a Bear from 1998 to 2001 and was named the 1999 Missouri Valley Conference Freshman of the Year.

Missouri State retired his number, commemorating his significant accomplishments in athletics, on Dec. 18, 2010.

But what you might not know is the support Ryan and his family have shown to the University since his time on campus.

The Ryan Howard Family Foundation has started a scholarship for a student athlete who is participating in men's baseball. It has also given monetary support to the University's baseball program.

Keith Guttin, who has been the head baseball coach for 29 years, is not surprised Ryan has found success.

"As a student player, he was obviously a very talented young man — but other characteristics make him as successful as he is, like a good work ethic and strong character."

Keith said beyond giving his own support, Ryan is connecting the University with one of his major sponsors, Adidas, to potentially involve the company in supporting the Bears baseball program.

"His backing affects our program in a great way," Keith said. "Any support we can receive from Adidas would allow us to save money and certainly allow us to wear the best and have comparable apparel to anyone in country."

Keith said both Ryan and his fraternal brother, Corey, attended Missouri State and have stayed connected: "They feel good about Missouri State University; they are a very loyal family and we have had a good relationship over the years."

Keith said Ryan's own experience on the team probably played a role in his assistance.

"In Ryan's case, and in the case of a lot of other former players who give back, when he came through the program it was a struggle for the team financially to do

things. Those who give back saw the needs of the program and know private giving is critical to many of our programs, including athletics."



Faculty endowments

What is a faculty endowment?

A faculty endowment is a gift that helps Missouri State attract and retain outstanding educators. Your gift is invested and the principal is never spent. As the principal grows, so does the interest available to the University. This money helps the University provide competitive salaries, making it more likely that leading professors will remain at Missouri State. Endowments also help faculty by increasing the amount of money available for laboratories, equipment and support for research assistants.

Why is this type of gift important?

Faculty members who receive these endowments are considered experts in their fields. These gifts aid the University's outstanding instructors and help us recruit from around the world. Quality faculty members keep the campus moving forward: They stimulate new ideas, inspire students and motivate their peers. These professors attract bright students to campus and serve as mentors. They raise the profile of their departments and the entire University.

What are the benefits for donors?

Your endowed faculty position can support any area of the University you choose: If there is an area of study you feel strongly about supporting, you are welcome to do so with your endowment. When you establish an endowment, you make a permanent mark on the University. You are directly responsible for allowing us to hire and retain experts in a variety of academic fields. You also honor a leading professor who wants to build a career at Missouri State.

For more information:

www.missouristatefoundation.org

Missouri State-West Plains creates first endowed professorship

Missouri State University-West Plains started its first endowed professorship this year.

Missouri State-West Plains Chancellor Drew Bennett announced that University officials received more than \$300,000 to create the Donna Jones Endowed Professorship of Nursing. The professorship was named in honor of Jones, a former director of nursing who spent 23 years teaching at West Plains before retiring in 2011.

Those who already have donated toward the professorship include Denver and Seth Myers,

Willow Health Care Inc., West Vue Inc., Air Evac EMS Inc., Coastal Systems Inc., Burton Creek Medical Complex, Marvin L. Fowler, Physical Therapy Specialists Clinic, Penmac and Ozarks Medical Center, as well as several others who wished to remain anonymous, Bennett said.

"This is a major accomplishment for our campus," he said. "This effort not only will help our nursing program, it will assist us in recruiting and retaining faculty of all disciplines. An endowed professorship tells everyone that this institution values our faculty. ... It is my hope that this is the first of other

endowed professorships for our campus."

Jones said she was thrilled to hear the money had been raised to fund the professorship. "I'm very honored. The nursing program is very close to my heart. It has been my life for 23 years, and having a way to attract and keep quality faculty means this program will continue to serve the needs of this area well into the future."

Since the establishment of the Donna Jones Endowed Professorship of Nursing, a second endowed professorship has been added for the West Plains campus.

MISSOURI STATE'S NAMED FACULTY POSITIONS



CHAIRS

- Baker Chair of Insurance
- BKD Chair in Accountancy
- BKD Chair in Forensic Accounting
- Blanche Gorman Strong Chair of Protestant Studies
- David D. Glass Distinguished Leadership Chair
- Dean's Distinguished Chair in Business Ethics
- Dr. Robert W. and Charlotte K. Bitter Endowed Chair — College of Business Administration
- Missouri State University Leadership Chair
- Thomas G. Strong Chair in Middle Eastern Studies

PROFESSORSHIPS

- Alumni Professorship in Reproductive Biology
- BancorpSouth Endowed Professorship
- BKD Professorship
- College of Education Hispanic Assimilation Professorship
- Daisy Portenier Loucks Dean's Distinguished Research Professorship — College of Business Administration
- Daisy Portenier Loucks Dean's Distinguished Research Professorship — College of Business Administration
- Daisy Portenier Loucks Dean's Distinguished Research Professorship — College of Business Administration
- Endowed Professorship in College of Business Administration
- Guy Mace Professorship
- James F. Morris Family Professorship
- Kenneth E. Meyer Professorship
- McBride and Son Homes Professorship — College of Business Administration
- Noel Boyd Professorship
- Rich and Doris Young Professorship in Honors
- Rich and Doris Young Professorship in Honors
- Darr Honors Program Endowed Professorship (West Plains Campus)
- Donna Jones Endowed Professorship of Nursing (West Plains Campuse)

Ways to give

Who should consider giving to Missouri State University?

Anyone, of any age or income level, who wants to see the University continue to flourish and change lives.

Where will my contribution go?

We make sure your charitable intent is honored at all times. If you trust us with a gift for a specific purpose, the money will be invested in that purpose.

How can I give?

There are many ways you can support Missouri State. You can either make an outright contribution or defer the gift until a time of your choice. When you're ready to talk about a gift, contact the Missouri State Foundation. We are ready to help you create the option that suits you exactly.

Giving options to consider include:

- Cash:** These contributions, which may be made by cash, credit card or check, are the easiest to make. They provide a charitable income tax deduction for those who itemize.
- Matching gifts from an employer:** More than 8,800 corporations and businesses match gifts to educational institutions from employees, retirees and spouses or partners.

Find out if your company, or a family member's, will match a gift by talking with your human resources office or by visiting www.missouristate.edu/MatchingGifts.

- Stocks and securities:** You may give us assets such as stocks, bonds or mutual funds.
- Personal property and real estate:** You may give us real estate and other personal property outright or in part.
- Life insurance:** If you no longer need all the life insurance you own, you may want to name the University as a beneficiary or contingent beneficiary.
- Gifts through a will or living trust**
- Retirement plan assets**
- Gifts that pay income:** There are a number of ways for you to make a gift to the University that will pay income, including annuities and trusts.
- Gifts that pass assets to heirs:** A charitable lead trust pays interest to Missouri State for either a predetermined number of years or for the duration of your life.

Contact us!

We're ready to help with any questions you may have about giving to Missouri State.

Address

Missouri State University Foundation
Kenneth E. Meyer Alumni Center
300 S. Jefferson Ave., Suite 100
Springfield, MO 65806

Phone

417-836-4143

Fax

417-836-6886

Email

Foundation@missouristate.edu

Web

www.missouristatefoundation.org



The Founders Club

The Founders Club is Missouri State's most prestigious organization for donors. It honors those who have made significant contributions to the University. The Founders Club allows us to bestow distinguished benefits and proper recognition on loyal alumni, friends, businesses and organizations that support capital and academic projects.

Becoming a member

Members of The Founders Club make a minimum commitment of \$10,000 in cash, securities or property to the Missouri State University Foundation. Membership is also extended to those who make planned gifts with a value of at least \$10,000. Your affiliation is activated by completing, signing and returning a statement of acceptance for membership in The Founders Club.

Benefits of membership

Here are some of the perks of being in The Founders Club:

- A jade glass award designed especially for members
- Exclusive events for members held throughout the year
- Reserved parking on campus
- Invitations to special occasions on campus
- Use of the Duane G. Meyer Library (a special embossed card is issued to members)

Membership medallions

Medallions are presented to members whose cumulative giving reaches certain levels.

The medallions are given out at an annual reception. The types of medallions are:

- Founders Medallion, \$1 million
- Platinum Medallion, \$500,000
- Sterling Medallion, \$250,000
- Presidents Medallion, \$100,000
- Silver Medallion, \$50,000
- Bronze Medallion, \$25,000

Club roster

A full list of Founders Club members starts on page 44.

How to join

We are so grateful to all members of The Founders Club, and we would be honored to welcome you to the ranks. If you're interested in joining, please contact Stephanie Lashley at the Missouri State University Foundation.

- Phone: 417-836-4143
- Email: StephanieLashley@missouristate.edu





Date: Oct. 9, 2010
Location: Journagan Ranch in rural Douglas County
Attire: Casual
Decor: Autumn bouquets, pumpkins
Food: Rib-eye sandwiches and barbecue side dishes

THE FOUNDERS CLUB: A Day at Journagan Ranch

Members of The Founders Club were invited to Journagan Ranch, the 3,300-acre cattle operation recently given to the University by Leo Journagan and his family, for a lunch in October.

Attendees were shuttled back and forth from the Springfield and Mountain Grove campuses to the ranch, which stretches over about seven miles in rural Douglas County.

The event, meant to thank the Journagan family for its support, was also a chance for Missouri State patrons to see the ranch, which is the second-largest single gift in the history of the University. Guests could board a wagon for a hayride and tour the property.

The ranch is known for its herd of Polled Hereford. A bull was on display at the building where guests gathered, showing off his auburn-and-white coat in the sun.

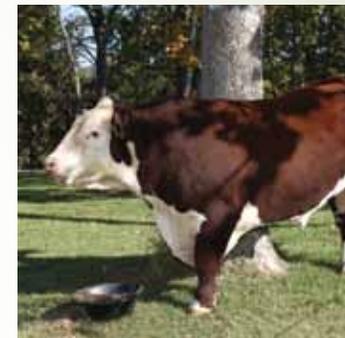
Guests could also take home farmers-market items, including flavored popcorn and Asian pears grown at the Missouri State Fruit Experiment Station. Those who picked up fruit could show off their culinary skills thanks to gifts of apple-pie spice and a recipe for apple cake.

Bonnalie Campbell, '55, a retired research scientist and medical educator, was among those who visited the ranch.

“I was impressed; it was a beautiful piece of property — but above and beyond that, honestly, I think the potential (for the land) is absolutely unlimited. From the viewpoint of a scientist and former educator, I could see so many disciplines involved there.”

Bonnalie splits her time between Houston, Texas, and family farmland not far from the ranch.

“I was just delighted that they had given such a significant piece of property to the University... It was a strong statement from the family to entrust such a legacy to the University,” she said. “And from the standpoint of a landowner, the ranch is beautifully maintained. (The event) was a beautiful day and truly was a celebration — everyone knew the significance of such a major gift.”



SCAN AND WATCH



Date: April 30, 2011

Location: Plaster Student Union

Attire: Cocktail

Decor: Maroon and white elegance

Food: Sit-down dinner and appetizers

THE FOUNDERS CLUB:

Medallion Reception and Dinner

Each year, medallions are awarded to Founders Club members whose cumulative giving has reached certain levels. The levels are Founders, Platinum, Sterling, President's, Silver and Bronze.

This year, the Founders Club's annual medallion reception was part of the festivities surrounding the 30th anniversary of the Missouri State University Foundation.

A cocktail reception was held in the Union Club in Plaster Student Union; guests could have photos taken as they started their evening. Guests were entertained by student singers, as well as students and faculty members from the jazz studies department and University bands.

A dinner was held in the Grand Ballroom, then 26 new medallions were awarded to alumni, friends, businesses and organizations in recognition of their significant contributions to the University.

Dr. Mary Jo Wynn, the first director of women's athletics at Missouri State, was the recipient of a President's medallion.

"It was a wonderful evening. To be so honored for giving back to the University that has given so much to me and to others was a feeling of great satisfaction," Mary Jo, who worked for the University for 41 years, said.

Her favorite part of the evening was simply being among so many other people who care about the University.

"I think it's good for one personally to give back when they have received so much," she said. "It's so rewarding to see the results of what your gifts accomplish. I have seen students receive scholarships that have made it possible for them to go to school and achieve their chosen careers. We can help their dreams come true."





Thank you

for your support during
the last 30 years.

We know with your support
Missouri State University will only continue
to grow and achieve great things.

Here's to the next 30 years — and beyond.

Financial Highlights — Missouri State University Foundation

Each year Missouri State University receives private support from a variety of sources. The Missouri State University Foundation has been averaging more than one million dollars per month in gifts for the past several years. In Fiscal Year 2011, the Missouri State University Foundation received 33,248 gifts totaling \$16,698,481, which is the largest giving total in

one year to the University. Contributions from 24,316 donors were received this past fiscal year, with nearly 7,633 of those donors being Missouri State alumni. Private support gifts do make a difference. Missouri State University would look and feel different if it weren't for private support. Missouri State donors have chosen to support the University and by

doing so have enriched and enhanced projects and programs throughout the University — including scholarships, facilities, faculty development and research, just to name a few. The support shown to Missouri State University is enabling students of today to realize their dreams. It paves the road of the future for the Bears of tomorrow.

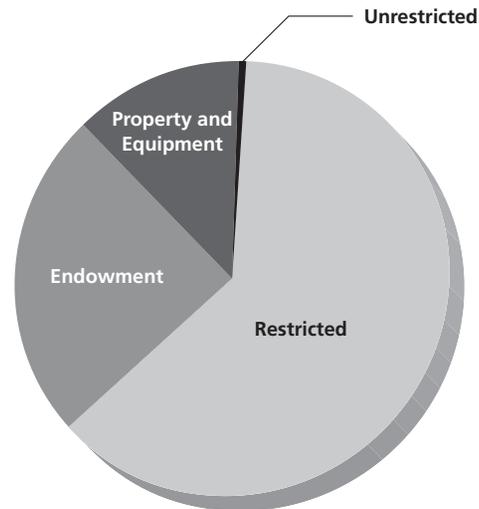
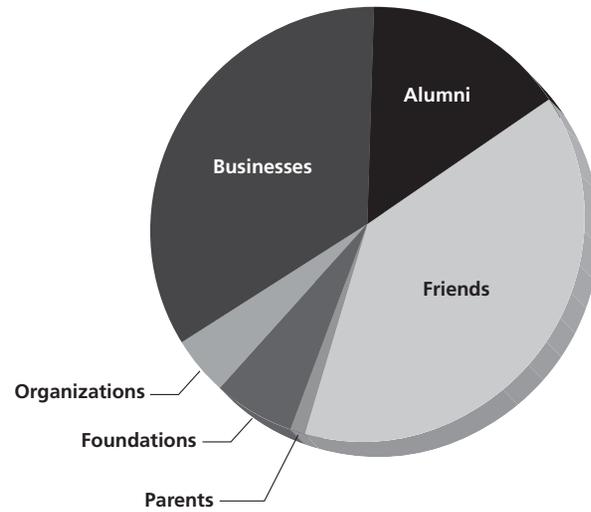
FISCAL YEAR 2011 CONTRIBUTIONS

Sources

Alumni	\$ 2,581,661
Friends	\$ 6,506,904
Parents	\$ 184,926
Foundations	\$ 997,678
Organizations	\$ 754,567
Businesses	\$ 5,672,745
Total	\$ 16,698,481

Purposes

Unrestricted (Area of Greatest Need)	\$ 99,958
Restricted (Annual student financial aid and academic, athletic and administrative programs)	\$ 10,439,641
Endowment	\$ 4,081,828
Property and Equipment	\$ 2,077,054
Total	\$ 16,698,481



Financial Highlights — Missouri State University Foundation *(continued)*

STATEMENT OF FINANCIAL POSITION

June 30, 2011 (with comparative totals for June 30, 2010)

		2011	2010
Assets	Cash and cash equivalents	\$19,649,849	\$20,102,098
	Accounts receivable, net	8,500	42,064
	Investments	59,502,404	46,291,023
	Investments held in trust	913,497	1,049,489
	Investments held for resale	123,126	123,126
	Pledges receivable, net	34,973,317	37,075,922
	Real estate held for resale	211,382	360,382
	Cash value of life insurance	452,449	451,137
	Construction in progress	202,454	24,750
	Real estate and equipment, at cost	2,991,817	2,991,817
	Accumulated depreciation	(2,001,663)	(1,922,868)
	Total Assets		\$117,027,132
Liabilities	Accounts payable and accrued expenses	\$659,940	\$135,463
	Pledges payable	2,726,340	1,822,000
	Annuity obligations	329,927	362,545
	Funds managed for Missouri State University	199,762	199,762
	Total Liabilities		3,915,969
Net Assets	Unrestricted	4,808,349	3,276,116
	Temporarily restricted	68,147,267	63,016,298
	Permanently restricted	40,155,547	37,776,756
	Total Net Assets	113,111,163	104,069,170
	Total Liabilities and Net Assets		\$117,027,132

STATEMENT OF ACTIVITIES

Year ended June 30, 2011 (with comparative totals for June 30, 2010)

		2011	2010
	Total Revenues, Gains and Other Support	\$25,738,173	\$22,806,838
Expenses and Losses	Instruction and academic program support	2,407,562	3,126,644
	Student services	3,874,414	3,794,646
	Institutional support	445,541	312,217
	Scholarships	1,599,021	1,243,924
	Broadcast services	1,403,636	1,232,263
	Rental expenses	496,563	433,999
	Capital projects – Missouri State University	3,537,789	2,713,986
	JQH Arena debt service	1,937,014	1,916,041
	Costs of direct benefits to donors	30,111	38,031
	Fund raising	602,760	718,453
	Other Expenses and Losses	361,769	173,104
	Total Expenses and Losses	16,696,180	15,703,308
	Change in Net Assets	9,041,993	7,103,530
	Net Assets, Beginning of Year	104,069,170	96,965,640
	Net Assets, End of Year	\$113,111,163	\$104,069,170

The Statement of Financial Position and Statement of Activities are excerpted from Missouri State University Foundation's 2011 financial statements, which have been audited by BKD, LLP. Complete report available on the Missouri State University website under Foundation Accounting.

The Founders Club Membership

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Jodie H. Adams	Drs. George and Carrie Arquitt	Wayne V. and Barbara Barnes	Tom Black	George Warren Brown Foundation	Clay and Jean Cantwell
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American Family Mutual Insurance Company	Rob and Sally Baird	Drew and Nancy Beisswenger	John Stanley Bourhis	Burlington Northern Santa Fe Foundation	Steven L. and Angela L. Carr
American National Property and Casualty Insurance Company	Tom Baird	Dr. David and Susan Belcher	John S. Bowdidge	Cheryl Burnett	Paul D. Carrington
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Dr. Mary Anne Andrews	Rosemary Sullivan Bane	Charlene Berquist	Wilbur H. and Patsy M. Bradley	Virginia C. Bussey	Mona J. Casady
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	Sharon Barber	Vencil J. and Frances B. Bixler	Jerry and Judy Briery	Bo Calbert	Century Bank of the Ozarks (John and Chris Harlin)
	Barclay Enterprises, Inc.		Fred A. and Patty Brooks		Cerner Corporation

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Sam and Michelle Clifton	Michael and Martha Love Cordonnier	Day Cattle Company	EFCO Corporation (Michael Farquhar, CEO)	Seryl Ethel Fisher	Jay J. Garnett and Karen Hickox Garnett
Lynn Cline	David Mark and Lou Ann Cornelison	Malcolm D. and Janis Decker	Frank and Trude Einhellig	Mr. and Mrs. J. Howard Fisk	Mark and Diann Garnett
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John B. and Fredna Mahaffey					
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The Founders Club Membership *continued*

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Galen and Marleen Pellham	Larry and Kandace Prewitt	Phillip B. Roberts	Todd L. and Nancy Scarlett	Richard and Mary Sheid	Springfield Black Tie, Inc.
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Penmac Staffing Service, Inc.	Robert L. Price	Rockwell International	William C. and Susan F. Schindler	T.J. Siebenman	Springfield Contractors Association
Marjorie Emanuel Penninger	Dr. Kathy J. Pulley	J.V. Rockwell Publishing, Inc. (J.V. and Thelma Rockwell)	Bruno and Karen Schmidt	The Chris Sifford Memorial Foundation	Springfield, MO Area Local American Postal Workers Union, AFL-CIO
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Marilyn Starnes-Biggs	Sarah Swindler	Robert and Jaimie E. Trussell	Gary and Joy Ward	John N. and Georgiana D. Wiles	Tom Wyrick
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Patricia Stufflebeam	Terry A. and Cindy D. Tolbert	Verizon Foundation	Ronnie Whitaker	Kay S. and George C. Wood	
In Memory of Sandra M. Sullentrup	Gary and Sydney Tompkins	Ken and Amy Vollmar	James E. and Mary White	Noah K. Wood	
John and Jane Sullivan	Jeanne Toombs	Mel J. and Nancy S. Volmert	Dr. Thomas G. White	Jeff and Sharon Woodward	
Gregg and Judy Summerville	Thomas W. and Shirley S. Townsend	Ronald M. and Sheryl E. Wachter	White River Valley Electric Cooperative	Rosalie O'Reilly Wooten	
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